

We Maintain The Promptest Mail
And Phone Order Bureaus In The
Entire Southwest. Investigate

"THE POPULAR"

EL PASO, TEXAS, SATURDAY, NOVEMBER 24, 1917.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

15TH YEAR.



Books Given Free To The Children-

—accompanied by an adult. These are the wonderful Clowns Circus Books and the Butterfly Babies' Books—George Olmsted Butler's latest twin funny series. "Dedicated to all circus loving little boys and girls and their parents," and "to every little boy and girl who began life as a baby." These books are beautifully illustrated in colors and have amusing little verses to please the children.

—(Fourth Floor)

Items for The Little Babies

THE Infant's Shop also joins in making Children's Days an event of exceptionally low prices on desirable and much wanted merchandise.

—(Fourth Floor)

INFANTS HAND MADE SLIPS—That are well made, and finished at Neck and Cuffs with Baby Lace, some show Hand Feather Stitching. Priced at each.

95c

WOOL SHIRTS—A perfectly made wool shirt for the baby, with flat seams; sizes from the new born babe to 2 years. Regular 50c values. (Extra Feature value), at

29c

OUTING FLANNEL DIAPERS—Made of good quality "Snow White" flannel. Size 24x24 inches. A dozen at

\$1.50

WHITE DRESSES—Size 2 to 6 years. Prettily trimmed. Values to \$1.50, but being they are slightly soiled, they go Special.

69c

BOOTEES—That are unusually attractive. Made of good quality yarns, trimmed in Baby Blue or Baby Pink. Priced at a pair.

25c

GENUINE BEACON BLANKETS—20x40 inches. Pink or blue; nursery patterns. They are going up in price right along. Others ask 45c. "Popular Price," each, at

40c

WHITE DRESSES—Made of sheer white materials, and daintily trimmed with lace, embroidery and baby ribbons. Values to \$2.25. These are slightly soiled, so they go at the special price of each.

\$1.19

ARNOLD MADE LONG KNT SKIRTS—Gertie's Style. This celebrated make is always in demand. Regular price 75c. Special, each, at

55c

OUTING FLANNEL KIMONOS—Also the "ARNOLD MAKE"—Sizes 6 months, 1 and 2 years. Delicate pink and blue stripes. Regular 50c value. Special, each, at

39c

KNIT HOODS FOR THE BABY—A very pretty assortment of dainty knit hoods, at

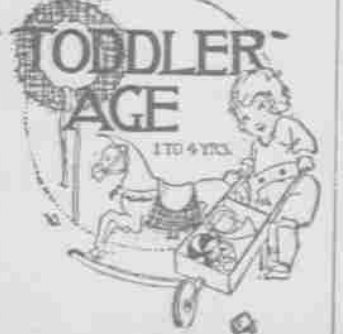
50c

CARTRIDGE ROBES—Made in Japan. They make beautiful Baby Gifts. Covered with dainty Pink or Light Blue Silk, and filled with Snow White Cotton. Priced at each.

\$2.00

Shop Early

—Because you have more complete stocks to choose from early in the season.
—Because you have time left to correct mistakes in purchasing.
—Because you will be more attentively served than you can be in the last-minute rush.
—Because your purchases can be more carefully handled and more promptly delivered.
—Because you can shop with more leisure and less strain.
—Because it's Christmas time for every clerk in every store, and your early shopping will give them a better chance to enjoy the season of peace and good will.



Children's Days Begin Monday

A Whole Week Of Preparation For Cold Weather! Here Are Fine Assortments Of Juvenile Toggery To Outfit Young America For Work Or Play, At Economy Prices

THE time is past when Pa's trousers were cut down for the heir apparent, or Ma's old apparel made over to fit little sister. A progressive age, recognizing the importance of appearances, even in little folks, designs and cuts and sews for them just as painstaking as it does for grown-ups. This is strikingly illustrated in this special event which we have timed to come just when you are planning your children's cold weather outfits. While the children are in the store take them to visit our Toy City and Doll-dom.

BEFORE you even thought of it, as long ago as last March, we were planning. The results of our forehandedness are seen in the assortments gathered here and now offered in a comprehensive and timely display called "Children's Days." Store and stocks are turned over to mothers and youngsters. The things provided for boys and girls are the best and newest. The prices are prices that parents will gladly pay—nowhere are they lower. We are prepared to offer you variety and economy. Come here Monday and bring all the children.

The Year's Greatest Sale Of Girls' Apparel

STRAIGHT from the workrooms of the best makers of Girls' apparel in the country, the materials most in demand, fashioned into girlish styles and every color imaginable represented. The many items listed below are indeed the very best values possible in superior apparel for Girls, which is the only kind that finds its way into the stocks of "The Popular's" Girls' Shop. Be down early Monday and choose from the most complete display of Girls' apparel in the Southwest at the lowest prices possible.

—(Fourth Floor)

Girls' COATS—Abounding in Good Style and Clever New Touches, at Extra Special Prices. Coats fashioned of Zibelines, Cheviots, Imitation Baby Lamb, wide wale corduroy and other good materials. Colors include Black, Brown, Navy, Green, Grey and Pretty Mixtures; sizes from 6 to 14 years.

\$5.95

Girls' COATS OF RICH BLACK PLUSH—They are shown in Full Belted Models with large Black Plush Buttons. They display superior workmanship, and the quality of Plush is excellent. Sizes 6 to 14 years.

\$8.95

DRESSY VEILS FOR THE GIRL—Who desires a coat of exceptional style. Fashioned of all wool—Velours, Broadcloths, Chin-chilla and Bolivia Cloth, as well as many of rich velvets. Colors include beautiful shades of Green, Brown, Grey, Blues, Red and many attractive models of Black. Sizes 6 to 16 years. They sold regularly up to \$25.00.

\$14.95

COATS FOR THE LITTLE TOYS FROM 1 TO 6 YEARS—The workmanship is on just as high a level as that in "Big Sister's" Coats. Styles created especially for the "Tiny One" and made of rich velvets, Zibelines, Corduroys, Cheviots, etc., in every color imaginable. Coats that sold up to \$7.50.

\$4.95

COATS OF RICH BLACK PLUSH—For the Tot from 1 to 6 years, in a clever full belted model, with large Black Plush Buttons. Sold regularly at \$5.00.

\$5.95

PARTY FROCKS—That display elegant taste in the designing of the youthful models, and the sheer materials which make up so beautifully. There are rich Georgette Crepe, Crepe de Chine, Light Colored Taffetas, and many other gorgeous materials. The colors include Nile Green, Ciel Blue, Pink Gold, Cream and White. Sizes 6 to 14 years.

\$4.95

EXTRA SPECIAL—NAVY SERGE FROCKS—A very attractive showing of three splendid models that are strictly tailored. They are made in sizes from 6 to 14 years. Our regular prices were \$3.45 and \$2.95. They were marked real close at the above prices. For Children's Days we go still stronger and

\$2.95

SILK FROCKS—A remarkable offering of elegant Silk Frocks for Girls. They are fashioned of rich Silk Taffetas and Satins. Every color imaginable is displayed in a wonderful variety of youthful models. Sizes 6 to 16 years.

\$6.75

"COMPOSE" FROCKS FOR GIRLS—"Compose" means a combination of materials. These frocks are made of serge or velvet and have waists of Crepe de Chine, Pique or Chambray. Every girl will want one of these frocks. Sizes 6 to 14 years.

\$6.95

REGULAR \$15.00 "compose" frocks at

\$9.95

REGULAR \$22.50 "compose" frocks at

\$13.95

TAILORED SUITS FOR GIRLS AND MISSES—Beautifully fashioned of Broadcloth, Pique, Twill, Wool Velours, Serges and Pretty Mixtures, in such rich colors as Russian Green, Nigger Brown, Plum and Navy.

\$19.50

Values to \$44.50, at

\$15.00

SKIRTS OF ALL WOOL SERGE FOR THE GIRL—Made on a good quality moulton waist. They display perfect workmanship. Sizes 6 to 14 years.

\$11.95

PRETTY PLAID SKIRTS—They are very neat to wear with Middy Blouses. Besides Scotch Plaids there are Shepherd Checks. Sizes 6 to 12 years. They are made on hands with belt. Regular \$2.15 value, at each

\$1.95

MIDDY BLOUSES—"Bob Evans" and "Jack Tar" brands. Of exceptionally good quality drill. Shown in All White with pretty colored trimmings. Sizes 4 to 16 years. Exceptional values, at each.

95c

BATH ROBES—Made of Genuine Beacou Blanketing, in Copenhagen, Rose Grey, Navy and Red; sizes 2 to 6 years. Also Dainty Pink or Baby Blue Eiderdown in sizes 6 months, 1 and 2 years. Our regular \$1.25

95c

NAVAJO BEACON BLANKET ROBES—In sizes 6 to 14 years. Colors are Navy, Grey and Brown, in quaint Navajo Designs. An unusual value, at each.

\$1.95

WASHABLE FROCKS FOR GIRLS FROM 6 TO 14 YEARS—A very pretty line of crisp, new wash frocks, with long sleeves. The popular high waist line is featured, and patterns include Plaids, Stripes, Checks and Solid Colored Gingham. Priced at each.

95c

ALL WOOL SWEATER COATS—Full Belted Model, in Russian Green, Grey, Corduroy, Copenhagen, Rose and White. One of our regular \$3.50 sweaters. Sizes 6 to 14 years. Each, at

\$2.95



Toy City & Doll-dom

Is Now Open To You!
Santa Claus Is In Charge

A REVELATION in Toy City for all to gaze at. Distinctly different displays that will appeal to the seven physical stages of childhood as illustrated in this advertisement, arranged according to the world famous standard of the Montessori system of instruction for children.

There are Toys to amuse and fondle; Toys that move and spin; useful, educational and practical Toys that will build and train the growing minds of every age.

It's Christmas time for the children, and you Fathers and Mothers owe it to each little cherub to see that they get their fill of happiness out of these wonderful Toy displays. Bring Your Own Children, Your Friends' Children, Your Neighbors' Children. COME, LET'S ALL BE HAPPY AT THE SEVEN AGES IN TOY CITY. (Old Annex—Second Floor)

Boys Serviceable Apparel At Radical Reductions

EXTRA special values for boys to be sold as long as lots last during Children's Days. Many are small lots and will be sold out the first day. Prices are low, but quality in every case is up to our usual standard, and we will replace or refund on any item not satisfactory.

—(Fourth Floor)

BOYS' ALL WOOL NORFOLK WINTER SUITS—Latest colorings; best tailoring; new models; sizes 5 to 18 yrs. Special,

\$8.50

BOYS' SUITS—Woolen Grey or Brown mixture winter Norfolk Suits; full lined knickers; sizes 8 to 17 years. A suit, at

\$5.00

BOYS' SPECIAL PRICED OVERCOATS AND MACKINAW—Overcoats are 2 to 8 year sizes; Mackinaws are 6 to 17 years. Extra special, each, at

\$5.00

SLEEPERS—Boys' 2 to 8 year size outing flannel sleepers. Good values. Special, at

39c

NOVELTY SUITS—Reduced price on little boys 2 to 8 year sizes. Novelty suits, in wool. Special, at

\$3.95

BOYS' CORDUROY KNICKERBOCKERS—Double seat. Mouse

75c



More Special Items In Girls' Winter Wear

GIRLS' HEADWEAR—Every Dress Hat in Stock for Girls has been reduced as follows:

Values to \$3.50, at.....\$1.95

Values to \$4.50, at.....\$2.95

Values to \$5.50, at.....\$3.95

Values to \$6.50, at.....\$4.95

Higher priced hats, at.....HALF PRICE

SWEATER COATS OF WOOL—For Children of 2 to 6 years. Shown in Cardinal, Oxford, Copenhagen and Rose. A regular \$2.95 sweater, at each,

\$1.95

LEGGINGS—A very good number, closely knitted. Shown in Rose, Copenhagen, Red and White. They cover the little one up to the waist. Sizes 2 to 5 years.

\$1.00

KNITTED TOQUES—Some very good looking styles in all the wanted colors. They are well made.

50c

FUR SETS FOR GIRLS—Cute little creations for the Tot from 2 to 6 years, and older styles for her "Big Sister" from 8 to 16 years. A wonderful big display including Brook Mink, White, Grey or Red Fox, Grey Moline, Black, Brown or Grey Coney, Grey Mouton, Opposum, Imitation Ermine, Thibet, Angora, Jemette, and Muskrat. Prices range

\$1.95

KNIT GOODS AT 1/4 PRICE—The Sample Line of America's largest Knit Goods Concern is placed on sale Monday at half price. Some are slightly soiled from handling. The items include Sweaters, Sarques, Caring Robes, Leggings, Booties, Hooded, Toques, and Mittens. Only the finest of wool yarns is used in these garments and there are some of silk. They make very practical Xmas gifts.

\$1.95

1-2 Price

—(Fourth Floor)

Mammoth Values In Juvenile Footwear

OUR Juvenile Shoe Department awaits your inspection. Our most complete stock of Infants', Children's, Misses' and Grown Girls' Footwear. In order that you may supply your wants in shoes for the young folks, we offer you special inducements in Juvenile Footwear for dress use. These are ideal for practical Holiday Gifts.

SPECIAL No. 1—Our entire line of Grown Girls', Misses', Children's and Infants' Novelty Boots at reduced prices. This includes all our solid colors as well as combination colors and black. The styles are as follows:

Patent Leather Vamps with White Kid Tops.

Patent Leather Vamps with Grey Cloth Tops.

Pearl Grey Kid Vamps with Cloth Tops to match.

Tan Russia Calf Vamps with White Kid Tops.

And many other color combinations, reduced as follows:

All \$2.50 Styles.....\$3.35

All \$4.00 Styles.....\$4.85

All \$5.00 Styles.....\$5.95

All \$6.00 Styles.....\$6.95

All \$7.50 Styles.....\$8.95

All \$8.50 Styles.....\$9.95

All \$10.00 Styles.....\$11.95

This consists of all widths and sizes from the Infants' size 5 1/2 to the Grown Girl's size.

MISSIES' AND CHILDREN'S FOOTWEAR—

Gun metal calf, nature form shoes; button styles; heavy sewed soles. The proper shape and the proper service will be found in this footwear.

Infants' sizes, 5 1/2 to 8, at a pair.....\$2.25

Children's sizes, 8 1/2 to 11, at a pair.....\$2.50

Misses' sizes 11 1/2 to 12, at a pair.....\$3.00

GROWN GIRLS', MISSIES' AND CHILDREN'S SHOES—Patent leather, with cloth tops; button style, dress footwear.

Infants' sizes 5 1/2 to 8, at a pair.....\$2.00

Children's sizes 8 1/2 to 11, at a pair.....\$2.50

Misses' sizes 11 1/2 to 12, at a pair.....\$3.00

Grown Girls' sizes 12 1/2 to 14, at a pair.....\$4.00

GROWN GIRLS' AND MISSIES' SHOES—Gun metal calf, English walking shoes. Grown girls' sizes, 12 1/2 to 14, at a pair, \$4.00.

Misses' sizes, 11 1/2 to 12, at a pair, only

\$3.50

GROWN GIRLS' SHOES—A special lot of 300 pairs of novelty shoes, in combination of tan and grey, black and white; mostly narrow widths; sizes 2 1/2 to 6, at a pair, only

\$2.95

Strong And Sturdy Shoes For The Boys

WE have a special line of Boys' and Little Men's Shoes that are really the "pink of perfection." Ideal for dress, for school, for play, or in fact for any occasion. For prices according to size, ranging from a pair, at

\$2 to \$5

BOYS' DRESS SHOES—We have an exceptionally good looking, good fitting and long wearing line of boys' and little men's dress shoes, and call your special attention to the numbers listed below:

BLACK GUN METAL CALF SHOES—Wide or medium low toed lasts in button or lace styles, or narrow toed English models, with Goodyear welt soles. Sizes 2 1/2 to 6, at

\$3.50

at a pair. \$4.00 sizes 1 to 2, at a pair.....\$4.00

BOYS' SCHOOL SHOES—For the every day wear of school we have a particular line of Boys' Shoes that will stand an unusual amount of hard use, and that will please you.

BLUETHEE LACE SHOES—Low heel, wide sole, natural last, with serviceable chrome leather soles and tips.

Sizes 2 1/2 to 6, at a pair.....\$2.50

Sizes 1 to 2, at a pair.....\$2.50

Sizes 2 1/2 to 6, at a pair.....\$2.50

SCOUT SHOES—In pearl, tan or black; strong and sturdy; sizes 2 1/2 to 6, at a pair, only

\$2.50

SCOUT SHOES—Other grades in black, priced as follows:

Sizes 2 1/2 to 6, at a pair.....\$2.00, \$2.25 and \$2.50

Sizes 1 to 2, at a pair.....\$2.00 and \$2.25

Sizes 2 1/2 to 6, at a pair.....\$2.50 and \$3.00

BOYS' SCOUT SHOES—Goodyear welt, extra wear chrome soles; pearl, tan or black. Sizes 1 to 6, at a pair.....\$3.00

\$4.50. Sizes 8 to 12, in pearl only, at a pair.....\$3.00

CHILDREN'S DAYS SPECIAL—Boys' black calf shoes; Goodyear welt; Ribbed Fiber soles; rubber bows; good lasts and widths; button or lace styles; sizes 1 to 2, at a pair.....\$3.65

Size 2 1/2, sizes 2 1/2 to 6, at a pair.....\$3.65

NOTE—Every pair of Boys' or Little Men's Shoes we sell is sold with our "correct fit guarantee."

—(Second Floor)



Childrens Days--

A WEEK during which we shall make special effort to show mothers what "Popular" Specialization means to you in dollars and cents and in satisfaction.

Each of the specialty shops for young folks' clothes has its expert buyer whose duty it is to know all there is to know about his or her limited branch of the business.

The sole object of this high specialization is better styles, better selection, better service and better values for "The Popular's" customers.

We have set aside this week as a fitting time to show how thoroughly "Popular" specialization accomplishes its object. We believe a large proportion of the merchandise advertised below is the best of its kind in El Paso and these shops have more styles and newer styles than previously shown. We would be glad to have people investigate this statement.

(Signed) The Popular

—(First Floor)

Good Sturdy Hosiery And Knitted Underwear

WHETHER it is hile for every day wear or silk for parties, we can supply it in stockings of a particularly serviceable kind and in choice of colors, besides staple black and white. It is reinforced to give double the service of ordinary hosiery, yet prices are the same as the inferior kind cost. In knit underwear, too, we have a complete assortment of the more reliable grades at very economical prices.

—(First Floor)

Corsets And Waists For The Girls

LET our Madame Tobias—our expert graduate corsetiere, fit your daughter in her first Corset or Corset Waist.

We take special care in selecting Corsets for the growing girls. This expert fitting service is FREE.

We are well prepared to corset the youthful figures with such well known lines as follows:

Ferris Waists for children, at 75c, \$1.00 and \$1.25.

American Girl Corsets, at \$1.25 and \$1.50.

Gossard Junior and Misses' Corsets, at \$1.50 and \$2.00.

Sizes range from 19 up to 28.

—(Fourth Floor)

